

Task 3 – Source Evaluation Template

Student Details

Name and student ID: 2537558

Topic chosen: The use of social media to promote businesses

Title of source: Social Media as a Promotional Tool Towards SME's Development: Evidence from the Financial Industry in a Developing Economy

Author(s): John Amoah and Abdul Bashiru Jibril

Year published: 2021

How did you find this source?

(e.g. Google Scholar, library database, google)

Why did you choose this source?

(Think about relevance, credibility, usefulness)

Is it relevant to the topic?

Yes. It focuses on how businesses use social media to promote products and engage with customers.

Is this a useful article?

Yes. It connects marketing theory with survey findings from SMEs.

Is this an academic source?

Yes. It is a peer-reviewed journal article.

When was it published? Is it recent enough? Why?

It was published in 2021. Yes, it is recent enough because the social media marketing practices discussed are still relevant.

Author Credibility

Who is the author? What are their qualifications or expertise?

John Amoah and Abdul Bashiru Jibril are marketing and business researchers affiliated with recognized universities.

Reliability

Is the source reliable? Why?

(Consider journal, publisher, peer review, citations)

5-Minute Presentation Structure

1. Introduce topic and source
2. Explain how you found the source
3. Evaluate credibility (author, date, reliability) - To do so, you will need to respond to the above questions.
4. Short reflection – What did you find difficult about this task?
5. What did you learn from this task?